

ORDER



Orders	Order / Rev:	197716
	Alt Order #:	06840589
	Product Desc:	8/11-8/14 AMER. FOR PROSPERITY
	Estimate:	288
	Flight Dates:	08/11/12 - 08/14/12
	Original Date / Rev:	08/10/12 / 08/10/12
	Order Type:	REG

WVBT

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Mentzer Media Services
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Avenue
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Americans For Prosperity
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P3
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	IN15077/IN15162/SP9358
Agency External ID:	IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	7	\$3,650.00	\$3,102.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	7	\$3,650.00	\$3,102.50	0.00
Totals	7	\$3,650.00	\$3,102.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	5%	\$3,650.00
Market	100%	\$73,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	35%	\$25,550.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$16,060.00
WTVZ	0%	\$0.00
WVEC	38%	\$27,740.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/11/12	08/11/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p	-----S-	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S-		1		\$700.00		0.00					
E 2	WVBT	08/12/12	08/12/12	FOX News Sunday Fox News Sundav	CM	10-11a	-----S	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

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 Product Desc: 8/11-8/14 AMER. FOR PROSPERITY
 Estimate: 288
WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S		1			\$50.00			0.00			
E 3	WVBT	08/12/12	08/12/12	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				Fox News @ 10 Sun											
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S		1			\$700.00			0.00			
E 4	WVBT	08/13/12	08/14/12	M-F 10-1044p	CM	10-1045p	MT-----	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				Fox News @ 10											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		2			\$700.00			0.00			
E 5	WVBT	08/11/12	08/11/12	Sat Hour 1	CM	8-9p	-----S-	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
				Sa 8-9p											
COPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-		2			\$400.00			0.00			
													Totals	7	\$3,650.00